

WHAT IS CLAIMED IS:

1. A rack that retains and rotates objects, the rack comprising:  
a loop formed from a plurality of inter-connected holders, each holder  
comprising:
- 5 first and second walls retained a spaced-apart distance from  
each other sufficient to admit and frictionally retain at least a portion of  
at least one object to be retained by said holder while exposing at least  
part of a retained said object for user selection and removal from said  
holder;
- 10 a male holder-engaging mechanism; and  
a female holder-engaging mechanism;  
wherein said male holder-engaging mechanism is disposed to  
flexibly matingly interlock with a female holder-engaging mechanism on  
a second said holder, and said female holder-engaging mechanism is  
15 disposed to flexibly matingly interlock with the male holder-engaging  
mechanism on a third said holder in forming said loop;  
a first rotation shaft; and  
a second rotation shaft disposed parallel to and spaced-apart from said  
first rotation shaft a distance approximating half a length of said loop;
- 20 wherein said loop is rotatable about said first rotation shaft and  
said second rotation shaft.
2. The rack of claim 1, wherein each of said holders is unitarily  
formed from a single piece of material.
- 25 3. The rack of claim 1, wherein each of said holders is formed as a  
one-piece holder from injection molded ABS plastic.
4. The rack of claim 1, wherein each said holder can retain one of  
30 said objects.

5. The rack of claim 1, wherein each said holder can retain at least two of said objects.

6. The rack of claim 1, further including:

5 a motor, mechanically rotatably coupled to said first rotation shaft to rotate said belt; and

a user-operable control, coupled to said motor, said control having at least one characteristic selected from a group consisting of (a) a switch governing motor rotational speed of said loop, (b) a switch governing direction of rotation of said loop, (c) a remotely controllable unit governing motor rotational speed of said loop, (d) a remotely controllable unit governing direction of rotation of said loop, and (e) a mechanism able to read scancode on a desired said object and to halt rotation of said loop upon recognition of a user-selected said scancode.

7. The rack of claim 1, further including:

a first vertical support member and a second vertical support member, each said member having a height exceeding said distance between said first rotation shaft and said second rotation shaft;

20 a base member, affixed to a lower portion of said first and said second vertical support member; and

at least one user-removable base side member sized to increase effective area of said base member when attached thereto.

8. The rack of claim 7, further including:

25 a light emitting unit, coupleable to an upper region of said first vertical support member, to illuminate some said objects as said loop rotates.

9. The rack of claim 7, further including:

30 a scancode reader, coupleable to a region of said vertical support member, to read scancode on at least one of said objects, said scancode identifying an object; and

electronics coupled to said scancode reader to halt loop rotation upon recognition by said scancode reader of a scancode desired by a user.

10. The rack of claim 7, wherein each said vertical support member  
5 has a characteristic selected from a group consisting of (a) in side view said support member is wider at a base region than at an upper region, and (b) in side view said support member has substantially equal width at a base region and at an upper region.

10 11. A rack that retains and rotates objects, the rack comprising:  
a loop formed solely from a plurality of inter-connected holders, each  
holder comprising means for frictionally retaining at least a portion of at least  
one object to be retained by said holder while exposing at least part of a  
retained said object for user selection and removal from said holder, and  
15 further comprising means for flexibly matingly inter-connecting with another  
said holder, wherein said loop is formed from flexibly matingly inter-connected  
said holders;

means for rotating said loop at a rotation speed and direction  
selectable by a user; and

20 a housing containing said loop and said means for rotating said loop,  
said housing including a base having at least one detachable side base  
member.

25 12. The rack of claim 11, wherein each of said holders is from  
injection molded ABS plastic.

13. The rack of claim 11, further including a unit attachable to said  
rack, said unit having at least one characteristic selected from a group  
consisting of (a) said unit includes a light source to illuminate at least a  
30 portion of said loop, and (b) said unit includes a scanner to scan barcode  
carried by objects retained by holders comprising said loop in said rack.

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14. The rack of claim 11, wherein said means for rotating enables at least one type of user-control selected from a group consisting of (a) a switch governing motor rotational speed of said loop, (b) a switch governing direction of rotation of said loop, (c) a remotely controllable unit governing motor rotational speed of said loop, (d) a remotely controllable unit governing direction of rotation of said loop, and (e) a mechanism able to read scancode on a desired said object and to halt rotation of said loop upon recognition of a user-selected said scancode.

10 *Sub 0917* 15. A holder usable to create a continuous loop formed by matingly interlocking adjacent such holders, the holder comprising:  
first and second walls retained a spaced-apart distance from each other sufficient to admit and frictionally retain at least a portion of at least one object to be retained by said holder;  
15 a first holder-engaging mechanism; and  
a second holder-engaging mechanism;  
said first holder-engaging mechanism disposed to matingly interlock with the second holder-engaging mechanism on a second said holder when desired to form said loop; and  
20 said second holder-engaging mechanism disposed to matingly interlock with the first holder-engaging mechanism on a third said holder when desired to form said loop.

25 *Sub 0917* 16. The holder of claim 15, further including at least one projecting member formed on an object-facing surface of at least one of said first and second walls, said member disposed to aid in retaining said object.

17. The holder of claim 15, wherein said holder is integrally formed as a single piece of material.

30 *Sub 0917* 18. The holder of claim 15, wherein said holder comprises injection molded material.

*sub*

19. The holder of claim 15, wherein said object is a compact disk jewel case.

5 20. The holder of claim 15, wherein said holder is sized to retain two compact disk jewel cases in a side-by-side configuration.

*sub B1*

10 21. The holder of claim 15, further including:  
a rib member joined to a portion of each of said first and second walls to bifurcate an object retaining space between said first and second walls into space to retain at least a portion of a first said object and into space to retain at least a portion of a second said object; and

a projecting member formed on at least one of said first and second walls on a surfacing facing a retained first said object and facing a retained second said object.

*sub B2*

15 22. The holder of claim 21, wherein said each said object is a compact disk jewel case.

20 23. The holder of claim 22, wherein said holder is integrally formed as a single piece of material.

24. The holder of claim 21, wherein said holder comprises injection molded material.

25 25. A rotatable loop of displayable objects, the loop formed by matingly interlocking adjacent holders, wherein each holder can retain at least one of said objects, the loop comprising:

30 first and second walls retained a spaced-apart distance from each other sufficient to admit and frictionally retain at least a portion of at least one object to be retained by said holder;

a first holder-engaging mechanism; and  
a second holder-engaging mechanism;

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said first holder-engaging mechanism disposed to matingly interlock with the second holder-engaging mechanism on a second said holder when desired to form said loop; and

5 said second holder-engaging mechanism disposed to matingly interlock with the first holder-engaging mechanism on a third said holder when desired to form said loop.

10 26. The loop of claim 25, wherein each of said holders is unitarily fabricated as a single piece.

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